



SOCIAL MEDIA MANAGEMENT CASE STUDY

FESCUE COTTAGE



OBJECTIVE:

We were asked by the owners of Fescue Cottage (a holiday cottage based in the small town of Noss Mayo) to help them get more bookings through AirBnB as their cottage wasn't operating anywhere near max capacity, even in the summer months.



PROCESS:

We then proceeded to create social media channels for their cottage as well as travelling down to the cottage to produce a video and take photos ready to distribute through these channels. We also began to run targeted advertisements using the content we'd created to attract more potential customers. The engagement went through the roof and the bookings came shortly after. We continued to produce differing content as the community grew.

RESULT:

The results were excellent, the cottage was virtually fully booked throughout the summer months and they had a lot more bookings in the more quiet months too. Here is what Sue Clayton (owner of Fescue Cottage) had to say: "We have been most impressed by the professional, efficient and courteous service received from this company which has resulted in a much improved internet presence for our cottage. Their attention to detail is excellent and they have been proactive, imaginative yet realistic in their approach. I can't recommend them enough."